

## **AMENDMENTS TO THE CLAIMS**

1. (Previously presented) A method for electronic advertising, comprising:  
providing a plurality of different aliases to represent a network address of an item offered by a merchant for sale on a page per fee basis at a predetermined price, all of the plurality of aliases representing the same network address;

assigning respective aliases from among the plurality of different aliases to a plurality of advertisers for use by the advertisers in advertising the item and in receiving payment for the sale of the item, such that each respective alias from among the plurality of aliases is assigned by the merchant to specifically identify a respective one of the plurality of advertisers;

posting an advertisement offering the item to a buyer for purchase via a network link represented in the advertisement by the respective alias, which conceals the network address from the buyer;

receiving an invocation of the link from the buyer;

responsive to the invocation, transmitting an order to the merchant for supply of the item to the buyer in exchange for payment of the price by the buyer, the order comprising a message including the respective alias;

conveying the item, responsive to the order, from the merchant to the buyer; and

receiving, responsively to the respective alias, a predefined portion of the price paid by the buyer in consideration for posting the advertisement.

2. (Original) A method according to claim 1, wherein posting the advertisement comprises displaying the advertisement on a Web site maintained by the advertiser and accessible to the buyer via the Internet, and wherein receiving the invocation comprises receiving an indication that the buyer has selected the link.

3. (Original) A method according to claim 2, wherein transmitting the order comprises transmitting the order in exchange for a micro payment made from the buyer to the merchant.

4. (Previously presented) A method according to claim 3, wherein responsive to the micro payment and to the respective alias, a billing server transfers a credit to the merchant, and wherein receiving the predefined portion of the price comprises receiving from the billing server a portion of the micro payment.

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5. (Original) A method according to claim 3, wherein receiving the predefined portion of the price comprises receiving from the merchant a portion of the micro payment.

6. (Original) A method according to claim 2, wherein conveying the item comprises allowing the buyer to access one or more Web pages of the merchant.

7. (Canceled)

8. (Canceled)

9. (Previously presented) A method according to claim 1, wherein transmitting the order comprises passing the alias in a coded form.

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10. (Canceled)

11. (Original) A method according to claim 1, wherein transmitting the order comprises sending a communication from the advertiser to the merchant including an identifying code issued to the advertiser by the merchant.

12. (Original) A method according to claim 1, wherein transmitting the order comprises making a record of the order for use in verifying that the predefined portion of the price is paid to the advertiser by the merchant.

13. (Original) A method according to claim 1, wherein posting the advertisement comprises posting the advertisement in accordance with advertising terms published by the merchant, and wherein receiving the predefined portion of the price comprises receiving the portion as specified by the advertising terms.

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14. (Original) A method according to claim 13, wherein transmitting the order comprises submitting, along with the order, a coded reference to the advertising terms.

15. (Currently amended) A method for electronic commerce by a merchant, comprising:  
offering an item for purchase by a buyer on a page per fee basis at a predetermined price via a network link;

providing a plurality of different aliases to represent a network address of ~~an~~ the item ~~offered by a merchant for sale on a page per fee basis at a predetermined price~~, all of the plurality of aliases representing the same network address;

assigning a respective alias to each of a plurality of different advertisers, from among the plurality of different aliases, such that each of the plurality of aliases is assigned to specifically identify a respective advertiser among the plurality of advertisers for use by the advertiser in receiving payment for a sale of the item;

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defining terms for advertising, in accordance with which each of the advertisers posts an advertisement for the item, the advertisement containing the alias, which serves as a reference to the network link while concealing the network link from the buyer;

receiving from an advertiser among the plurality of different advertisers an order for supply of the item to the buyer responsive to invocation of the link in the advertisement by the buyer, the order comprising a message including the respective alias;

conveying the item, responsive to the order, via the advertiser to the buyer; and

receiving payment from the buyer for the item, while a predefined portion of the price is paid to the advertiser, responsively to the respective alias, in consideration for posting the advertisement, in accordance with the terms of advertising.

16. (Original) A method according to claim 15, wherein offering the item for purchase comprises offering the item on a Web page of a Web site maintained by the merchant and

accessible via the Internet, and wherein conveying the order comprises granting the buyer access to the Web page.

17. (Original) A method according to claim 16, wherein receiving the payment comprises receiving a micro payment from the buyer.

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18. (Previously presented) A method according to claim 17, wherein responsive to the micro payment and to the respective alias, a billing server transfers a credit to the merchant and further transfers the predefined portion of the price to the advertiser.

19. (Original) A method according to claim 17, and comprising transferring a portion of the received micro payment from the merchant to the advertiser.

20. (Original) A method according to claim 16, wherein defining the terms for advertising comprises defining terms according to which the advertisement is displayed on a Web site of the advertiser.

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21. (Canceled)

22. (Canceled)

23. (Original) A method according to claim 15, wherein defining the terms for advertising comprises issuing an identifying code to the advertiser, and wherein receiving the order comprises receiving a message including the code.

24. (Previously presented) Apparatus for electronic advertising, comprising:  
a merchant processor, which is adapted to provide a plurality of different aliases to represent a network address of an item offered by a merchant for sale on a page per fee

basis at a predetermined price, all of the plurality of aliases representing the same network address, and to assign respective aliases from among the plurality of different aliases to a plurality of advertisers for use by the advertisers in advertising the item and in receiving payment for the sale of the item, such that each respective alias from among the plurality of aliases is assigned by the merchant to specifically identify a respective one of the plurality of advertisers; and

an advertising processor, which is adapted to receive the respective alias assigned by the merchant to an advertiser among the plurality of advertisers, and to post an advertisement offering the item to a buyer for purchase via a network link to the network address represented in the advertisement by the respective alias, which conceals the network address from the buyer, and responsive to receiving an invocation of the link by the buyer, to transmit an order to the merchant for supply of the item to the buyer in exchange for payment of the price by the buyer, the order comprising a message including the respective alias, to convey the item, responsive to the order, from the merchant to the buyer, and to receive a predefined portion of the price paid by the buyer, responsively to the alias, in consideration for posting the advertisement.

25. (Original) Apparatus according to claim 24, wherein the advertisement is displayed on a Web site maintained by the advertiser and accessible to the buyer via the Internet, and wherein the processor is adapted to receive the invocation of the link in the form of an indication that the buyer has selected the link.

26. (Original) Apparatus according to claim 25, wherein the payment comprises a micro payment transferred by the buyer.

27. (Previously presented) Apparatus for electronic commerce for use by a merchant, comprising a merchant processor, which is adapted to offer an item for purchase by a buyer on a page per fee basis at a predetermined price via a network link, to provide a plurality of different aliases to represent a network address of the item, all of the plurality of aliases representing the same network address, and to assign a respective alias to each of a plurality of different advertisers, from among the plurality of different aliases, such that each

of the plurality of aliases is assigned to specifically identify a respective advertiser among the plurality of advertisers for use by the advertiser in receiving payment for a sale of the item, with defined terms for advertising the item in accordance with which each of the advertisers posts an advertisement for the item, the advertisement containing the alias, which serves as a reference to the network link while concealing the network link from the buyer,

the processor being further adapted to convey the item via an advertiser among the plurality of different advertisers to the buyer in response to an order received from the advertiser for supply of the item to the buyer responsive to invocation of the link in the advertisement by the buyer, the order comprising a message including the respective alias of the advertiser, and to receive payment from the buyer for the item, while a predefined portion of the price is paid to the advertiser, responsively to the respective alias, in consideration for posting the advertisement, in accordance with the terms of advertising.

28. (Original) Apparatus according to claim 27, wherein the item is offered on a Web page of a Web site maintained by the merchant and accessible via the Internet, and wherein the processor conveys the item to the buyer by granting the buyer access to the Web page.

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29. (Original) Apparatus according to claim 28, wherein the payment comprises a micro payment transferred by the buyer.

30. (Previously presented) A computer software product for electronic advertising, the product comprising a computer-readable medium in which program instructions are stored, which instructions, when read by first and second computers, cause the first computer to provide a plurality of different aliases to represent a network address of an item offered by a merchant for sale on a page per fee basis at a predetermined price, all of the plurality of aliases representing the same network address, and to assign respective aliases from among the plurality of different aliases to a plurality of advertisers for use by the advertisers in advertising the item and in receiving payment for the sale of the item, such that each

respective alias from among the plurality of aliases is assigned by the merchant to specifically identify a respective one of the plurality of advertisers, and

wherein the instructions cause the second computer to receive the respective alias assigned by the merchant to an advertiser among the plurality of advertisers, and to post an advertisement offering the item to a buyer for purchase via a network link to the network address represented in the advertisement by the respective alias, which conceals the network address from the buyer, and responsive to receiving an invocation of the link from the buyer, to transmit an order to the merchant for supply of the item to the buyer in exchange for payment of the price by the buyer, the order comprising a message including the respective alias, to convey the item, responsive to the order, from the merchant to the buyer, and to receive a predefined portion of the price paid by the buyer, responsively to the alias, in consideration for posting the advertisement.

31. (Original) A product according to claim 30, wherein the advertisement is displayed on a Web site maintained by the advertiser and accessible to the buyer via the Internet, and wherein the instructions cause the computer to receive the invocation of the link in the form of an indication that the buyer has selected the link.

32. (Original) A product according to claim 31, wherein the payment comprises a micro payment transferred by the buyer.

33. (Previously presented) A computer software product for electronic commerce for use by a merchant, the product comprising a computer-readable medium in which program instructions are stored, which instructions, when read by a computer, cause to computer to offer an item for purchase by a buyer on a page per fee basis at a predetermined price via a network link, to provide a plurality of different aliases to represent a network address of the item, all of the plurality of aliases representing the same network address, and to assign a respective alias to each of the plurality of different advertisers, from among a plurality of different aliases, such that each of the plurality of aliases is assigned to specifically identify a respective advertiser among the plurality of advertisers for use by the advertiser in receiving payment for a sale of the item, with defined terms for advertising the item in

accordance with which each of the advertisers posts an advertisement for the item, the advertisement containing the alias, which serves as a reference to the network link while concealing the network link from the buyer,

the instructions further causing the computer to convey the item via an advertiser among the plurality of different advertisers to the buyer in response to an order received from the advertiser for supply of the item to the buyer responsive to invocation of the link in the advertisement by the buyer, the order comprising a message including the respective alias of the advertiser, and to receive payment from the buyer for the item, while a predefined portion of the price is paid to the advertiser, responsively to the respective alias, in consideration for posting the advertisement, in accordance with the terms of advertising.

34. (Original) A product according to claim 33, wherein the item is offered on a Web page of a Web site maintained by the merchant and accessible via the Internet, and wherein the instructions cause the computer to convey the item to the buyer by granting the buyer access to the Web page.

35. (Original) A product according to claim 34, wherein the payment comprises a micro payment transferred by the buyer.